

After 30 years in the radio broadcasting business I feel the service to local communities almost does not exist. Most but not all radio stations seem to have an attitude of cash manufacturing machines. The actual impact on the local community is nil. Yet the license belongs to the community. Companies like Cumulus broadcasting basically ignore the community and operate self serving. Suggestions of community involvement are met with contempt. Major market radio stations are un-manned at times of weather and local emergencies. I know first hand. I have witnessed programming people at another broadcast group un-plug the EAS box so music would not be interrupted during a risk tornado emergency. If they missed some monitored record spins the record company would cut some of their special accommodations. This is how far it has gone. Community issues have gone by the wayside long ago. Community issues programs are thrown together if they are recorded at all just to fill the requirement. There is no intent to impact the community or use the radio station to solve community problems or issues. I think its time the FCC make the broadcast facilities again responsible to their community. The irony is after being part of radio for over 30 years I have witnessed without fail, the radio stations getting the most done for the community are always the top billers. Consolidation in markets has produced the effect of mass neglect in the cases of some companies. In other cases with the few companies who care consolidation has enhanced the community impact of localism. All formats and stations can benefit from a community wide program with a cost effective number of people executing the program. In conclusion most companies like to showcase half hearted attempts at localism and community service. They just want to be able to check a box that says done. Communities suffer and the large companies make money with a public license that belongs to the public. The local community suffers. Localism, community issues, and public safety need to be requirements that if ignored will result in losing the license.

Thank you for your time

Ted Randall